

Norris, Edwin M.

Alumni publications of
the American universities

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ALUMNI PUBLICATIONS
OF THE
AMERICAN UNIVERSITIES

by

Edwin M. Morris

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[Excerpt from the Bookman,
May 1912]

the second party in the game were enclosed within four walls, nothing on earth could make Dicky see them. At last the notice attracted his attention. Solemnly he stopped and read.

"Oh—Anne—what rot!" he said. "You might play properly." For on the paper was written: "Lessons in panting." And Anne shook with laughter at her little jest. "Do it properly now," he begged, for he longed to be at the painting he was supposed to learn. "I'll go out of the room again," he said. "Only do it right this time."

For the second time he left the room and would not feel the shaking weakness through all his body. When he returned the paper was in the same place; the same detour was solemnly made around the table. He stopped again and read.

"Anne! You are a beastly rotter. Lessons in putting on pants! I don't call that funny a bit. I wanted to paint."

Suddenly then the strain he had put upon himself gave way. He stumbled.

"What's the matter, Dicky?" cried Anne.

"I don't know," said Dicky in a whisper, "I think I'm going," and he crumpled up like a tired old man and tumbled to the floor.

With half a sense of joy in her heart, Christina laid him back once more in the big bed and, when he came to, did her best to be cross with him.

"I told you not to move, Dicky," she said sternly.

"I was so sick of it," said he, "and it made me mad to see Anne learning her lessons. She wouldn't stop till I made her."

Christina smiled, but hid it from him. "What shall I do to you?" she asked, and, believing that there was nothing in

the world she could do but what was kind, he answered—

"Play the piano downstairs this evening, before tea-time."

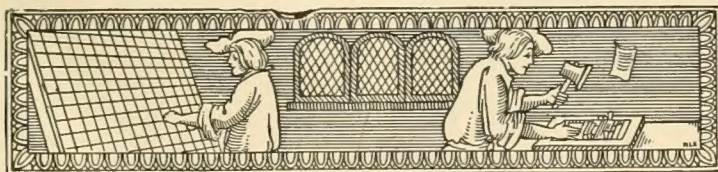
At that she broke into laughter, as suddenly becoming serious again when she thought what Dicky would be to women if he said things like that when he was a man.

She played that evening nevertheless. When the firelight was dancing on the ceiling and before they brought the lighted candles to his room, Dicky heard the notes of the piano come creeping up the stairs and through his open door.

At first they crept on tip-toe, like children stealing away from the house below to come up there and talk to him. Christina played the Moonlight Sonata, and to the first movement of the notes Dicky lay back on his pillow and thought of that bend of the river Avon where it gurgles and whispers under the willow trees and the water rats swim silently in and out the weeds.

Suddenly the music changed; the notes came tumbling up the stairs, bounding in through the open doorway, romping around his bed. Then Dicky sat up and thought of the water racing over the weir. He imagined himself in a boat that floated nearer and ever nearer to the fall. At last, with a crash of chords, it came. And then the house was silent. He turned his head and listened. Surely she would not stop then. But for a long while there was silence. And then the notes began once more. Christina played the Sonata Pathetique. Dicky lay back again upon his pillows; upon the ceiling the firelight danced with silent feet, and round his bed the whispering children clustered once more, singing their songs to him until he fell asleep.

(To be continued)



ALUMNI PUBLICATIONS OF THE AMERICAN UNIVERSITIES

BY EDWIN M. NORRIS



ONE of the oldest American universities there is a handsome gothic building named for a much-beloved former president of the institution, but informally known as the Globe-Wernicke dormitory, because it was presented to the university piece by piece. Ten of the younger graduate classes gave the money to build it, each of the ten classes contributing a section of the building. As the classes average something over two hundred members each, and as the contributions were extended over a period of years, it required less than an average of a dollar a year from each member to pay for the building. Since this building was given, the first financed on this plan, other classes have contributed several "entries" or sections of new dormitories, and two classes have given entire dormitories. Still another building on the piece-by-piece plan is now being started, and the scheme has become a recognised system toward the development of the university plant, by coöperative contributions from the graduates.

This is but one instance of substantial alumni support of our American universities and colleges. Most of the older universities, with their thousands of well-organised graduates, receive from these graduates a large part of the donations which make possible their steady growth,—in buildings, in endowment for teachers' salaries, in books, in scientific apparatus, in fellowships, scholarships and funds for the assistance of students, and in the other things which enable the American college to give its undergraduates two or three times as much in value as their tuition fees.

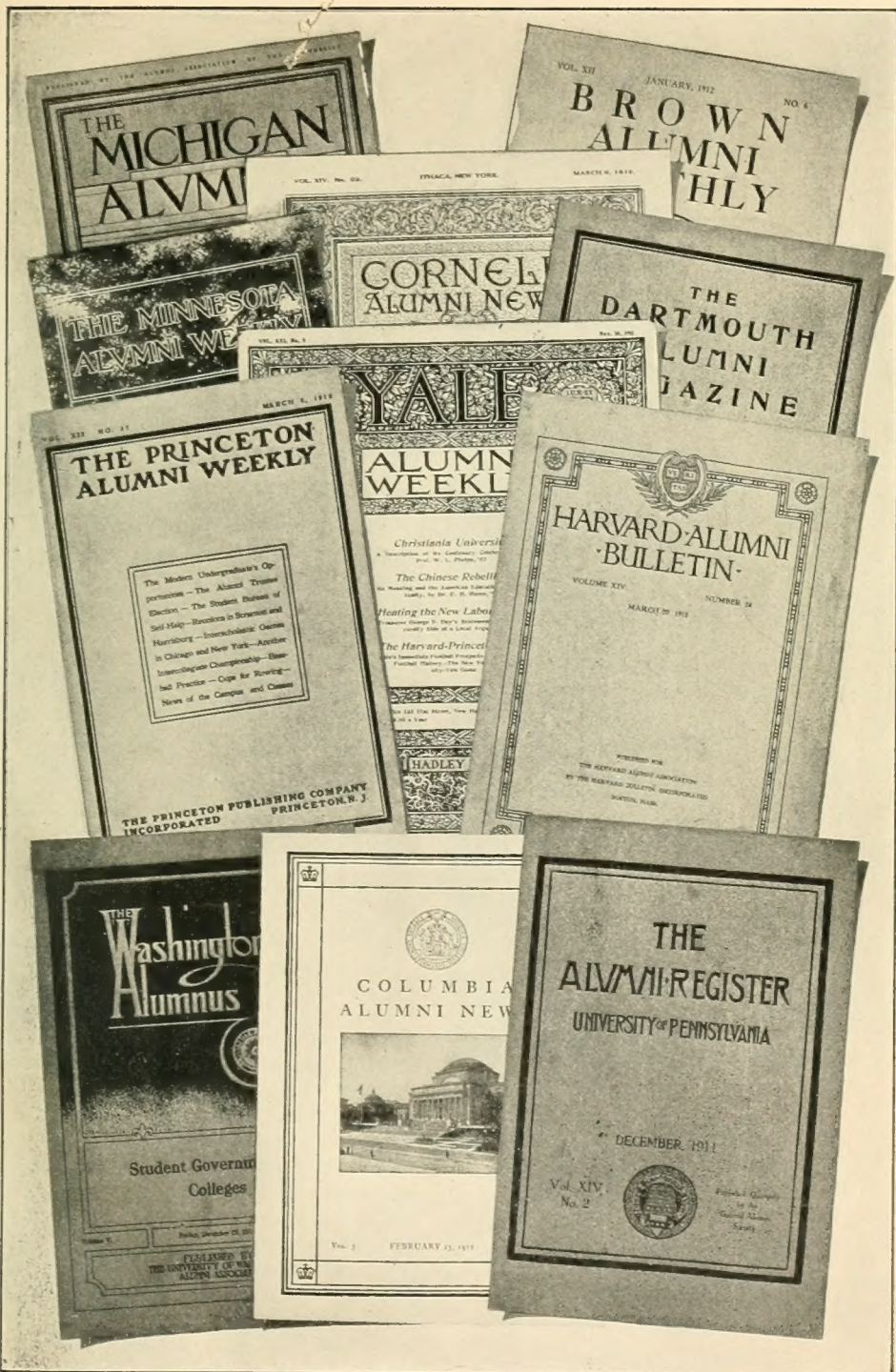
And because there should always be representation where there is taxation (though in this instance the taxation is entirely voluntary) the alumni and alumnae of our colleges and universities are

receiving more recognition and taking a more important part in the government of the institutions for the higher education. And for the same reason, in recent years there has developed a special type of journalism, the alumni publications.

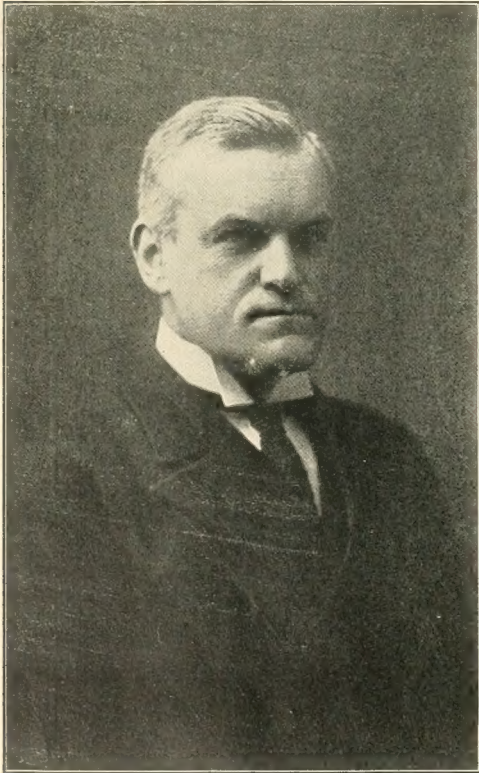
THE PUBLICATION AND THE "SPIRIT"

In matters of sentiment it is dangerous to dogmatise, but if the college graduate were to analyse his interests he would be pretty apt to place his alma mater next to his religion, his country and his family (if he is old enough and courageous enough to have acquired the latter), and at that he might find it difficult to draw any sharp line of demarcation in these primal interests. The idealism of his zeal for his college is certainly very much akin to religion. It is only the most superficial view that limits the college man's loyalty to a desire to see his representatives win on the athletic field. To be sure, he takes great joy in seeing his team beat the other fellows, but to him every little contest has a meaning of its own which may not always be apparent to the general public,—in its reflection of the spirit, the manhood, the sportsmanship, the basic character of the type of which he is a part.

To take another example, many a college man will miss almost anything except his own wedding (and instances are not wanting when he has postponed that) to go to his annual alumni dinner,—and the dinner itself is the smallest part of the inducement. The fellowship is more, but what he is there for, principally, is to hear from the old college home. He wants to know what is going on at his college, and he also wants to have his say about the goings-on. This is what the alumni publication supplies: Both the information and the medium for the expression of his views. Being devoted exclusively to its separate field, the alumni publication keeps its readers in



touch with the university and with each other, as no general publication can do. The graduate seeing a "story" about his college in the daily or periodical press, has learned to take it with, not a grain, but a whole bag of salt until he sees it confirmed in his alumni publication. For every graduate knows that much of the stuff that is printed about the colleges is inaccurate and exaggerated, if not entirely false. Even so reputable a maga-



EDGAR HUIDEKOPER WELLS, GENERAL SECRETARY
OF THE HARVARD ALUMNI ASSOCIATION

zine as *Current Literature* recently made the stupid blunder of stating that Princeton "has no provision for dormitories," whereas the original college building was a dormitory (Nassau Hall, built in 1756), and Princeton has never since then been without dormitories, of which there are now sixteen.

SOME OF THE EDITORS

This illustrates the need of the alumni publications, which are edited by experts in their several fields, whose aim is solely

to serve their universities. The editors are usually graduates who combine with their editorial duties some other literary, journalistic or university work. A brief summary of some of the names connected with the publications will indicate the substantial character of their work. William Roscoe Thayer, the historian and poet, has been the editor of *The Harvard Graduates' Magazine*, the pioneer of the alumni publications, since its establishment in 1892. For a score of years this magazine has held a place all its own, chiefly because of the able editorial management of Mr. Thayer and his colleagues. Among his published works *The Life and Times of Cavour*, the second edition of which was lately issued, is a volume of recognised authority on modern Italy and Cavour. Mr. Thayer was graduated from Harvard in 1881 and received his early editorial experience on the *Philadelphia Evening Bulletin*. His eminence in Italian studies was recognised by his appointment as the delegate of Harvard College and the American Historical Association to the International Historical Congress at Rome in 1903, and the Italian Historical Congress at Milan in 1906. He was also made a Knight of the Order of the Crown in 1902. Associated with Mr. Thayer as University Editors have been Frank Bolles and Professors A. B. Hart, George P. Baker, R. B. Merriman, and W. B. Munro of the Harvard Faculty.

Entirely separate from *The Harvard Graduates' Magazine*, which is a quarterly combining the functions of a magazine with summaries of current events, is the *Harvard Alumni Bulletin*, published weekly and edited by E. H. Wells, the General Secretary of the Harvard Alumni Association, of which the *Bulletin* is the official organ. Mr. Wells has served as Acting Dean of Harvard College, and is now the Acting Secretary of the Faculty of Arts and Sciences and Vice-Chairman of the Athletic Committee. Other editorial writers of the *Bulletin* are John D. Merrill, the financial editor of the *Boston Globe*; J. Hays Gardiner, for the past ten years Assistant Professor of English at Harvard, author of *Forms of Prose Literature*, *The Bible as English Literature*, and other well-

known books. The founder of the *Harvard Alumni Bulletin* and its first editor was Jerome D. Greene, for nine years secretary to President Eliot and later secretary to the Harvard Corporation, now business manager of the Rockefeller Institute for Medical Research and the Rockefeller Hospital in New York City.

The *Yale Alumni Weekly*, the most elaborate of the weekly publications, was started in 1892 as an alumni edition of the *Yale News*, the undergraduate daily. In 1895 it came under graduate management, and was ably edited for eleven years by Lewis S. Welch, who is now with a large insurance company at Hartford, Connecticut. Associated with Mr. Welch, writing more particularly on athletic subjects, was Walter Camp, the football authority, and Everard Thompson of the administrative department of Yale athletics. In 1906 the *Yale Alumni Weekly* was purchased by Clarence S. Day, Jr., of New York, Secretary of the class of '96, for the purpose of developing it and eventually turning it over to the alumni. This was done in 1910, when the Yale Publishing Association was incorporated, to which Mr. Day gave the *Weekly*. Forty widely distributed alumni are the governors of this Association, who are represented in the actual operation of the business by five directors, E. J. Phelps of Chicago, Secretary of the Yale Alumni Advisory Board; F. L. Bigelow of New Haven, a member of the executive committee of that board; S. H. Fisher of the New Haven bar; Frederick Dwight of New York, Secretary of the class of '94, and Edwin Oviatt, president and treasurer of the Association. When Mr. Day acquired the *Weekly* in 1906 he invited his classmate, Mr. Oviatt, to become the editor, and in addition to serving as executive head of the Association, Mr. Oviatt has progressively carried on the work of editor-in-chief. G. E. Thompson is business manager, and the assistant editor is Minott A. Osborn. An unusual instance of university amenities is exhibited in the fact that a Princeton graduate is the literary editor of the *Yale Alumni Weekly*,—Jack Randall Crawford of the English Faculty of the Sheffield Scientific School, whose translation of Gorky's play, *The Bezsenovs*, was

produced by the Mermaid Society of London, at Terry's Theatre in 1906, when Mr. Crawford was living in England.

The *Princeton Alumni Weekly*, established in 1900 as the successor of the old *Alumni Princetonian* (which had been edited by undergraduates and had been little more than a weekly reprint of parts of *The Daily Princetonian*), had the benefit of the literary skill of Jesse Lynch Williams, author of *The Married Life of the Frederic Carrolls*, a monograph on President Cleveland, *The Stolen Story* and *Other Newspaper Stories*, *Princeton Stories*, and numerous other



EDWIN OVIATT, "YALE ALUMNI WEEKLY"

books and articles. Under Mr. Williams's brilliant and vigorous editorship the newly founded *Weekly* immediately took an important and influential place in Princeton affairs, the establishment the following year of direct alumni representation in the Board of Trustees, giving to Princeton graduates a much wider recognition than ever before in the government of the university, being largely due to its advocacy. On account of his literary engagements Mr. Williams felt constrained to relinquish the editorship in 1904, but he has continued a valuable



WOODFORD PATTERSON, "CORNELL ALUMNI NEWS"

member of the executive committee of the paper, and is now the chairman of that committee.

The *Brown Alumni Monthly* since its establishment in 1900, has been edited by Henry R. Palmer, of the editorial staff of the *Providence Daily Journal*. Associate editors of the *Brown Monthly* have been Professor Joseph N. Ashton, of the music department of Brown University, and Professor Allan H. Willett, formerly of the Brown faculty, now at the Carnegie Technical Schools of Pittsburgh. At present the associate editor is Professor Harry Lyman Koopman, Professor of Bibliography and Librarian of Brown University. Woodford Patterson, editor of the *Cornell Alumni News*, was for ten years a member of the editorial staff of the *New York Sun*. Robert Arrowsmith, managing editor of the *Columbia Alumni News*, established three years ago, was formerly a member of the Faculty of Columbia University. This publication is also fortunate in having as literary editor Charles Buxton Going, the editor of the *Engineering Magazine*. The *Columbia Alumni News*

is published by the Alumni's Council, and has an advisory board composed of John B. Pine, chairman; Charles P. Sawyer, Frederick P. Keppel, Rudolf Tombo, Jr., Foster Ware, and J. Gardner Hopkins.

Wilfred B. Shaw, editor of *The Michigan Alumnus*, is also Secretary of the Alumni Association of the University of Michigan, of which *The Alumnus* is the official organ. A former editor, James H. Prentiss, is now vice-president of an insurance company of Chicago, and another, Shirley W. Smith, is Secretary of the University of Michigan. E. B. Johnson, editor of *The Minnesota Alumni Weekly*, was formerly registrar of the University of Minnesota, and is now the secretary of the General Alumni Association of that institution.

THE MATTER OF ORGANISATION

Back of nearly all the alumni publications there is a graduate organisation of some kind,—either the general alumni



E. B. JOHNSON, "MINNESOTA ALUMNI WEEKLY"

association, as in the case of *The Minnesota Alumni Weekly*, *The Michigan Alumnus*, the *Harvard Bulletin*, *The Alumni Register* of the University of Pennsylvania, the *Bryn Mazer Alumna Quarterly*, *The Washington Alumnus*, *The Colgate Alumni Quarterly*, and several others; or the association of class secretaries, as in the case of *The Dartmouth Alumni Magazine* and the *Brown Alumni Monthly*; or merely a group of graduates organised as a publishing company, as in the case of the *Yale Alumni Weekly*, *The Princeton Alumni Weekly*, and the *Cornell Alumni News*. The Princeton Publishing Company, publishers of *The Princeton Alumni Weekly*, may be taken as an example of the substantial character of these organisations. The president of this company is Charles Scribner, the head of the publishing house of Charles Scribner's Sons; the vice-president is Robert Bridges of



ROBERT ARROWSMITH, "COLUMBIA ALUMNI NEWS"



WILFRED R. SHAW, "MICHIGAN ALUMNUS"

Scribner's Magazine; the secretary and treasurer, Harold G. Murray, who is also secretary of the Graduate Council of Princeton. In addition to these the board of directors of the company includes such prominent Princeton men as John D. Davis of St. Louis, vice-president of the Mississippi Valley Trust Company; M. Taylor Pyne of New York and Princeton; Francis Speir and George William Burleigh of the New York bar; Jesse Lynch Williams, the author, and J. Lionberger Davis of the St. Louis bar. Messrs. Williams, Scribner, Speir, Bridges and Burleigh form the executive committee, which keeps in touch with the editor, and C. Whitney Darrow is the business manager. This makes an effective working organisation, the editor being responsible for the general policy of the paper, for putting it together and getting it out, and the business manager taking care of the advertising, the subscription department, and the mailing.

At Princeton, out of the establishment of *The Alumni Weekly* a dozen years ago has grown the Princeton University Press, with its large collegiate gothic



THE PRINCETON UNIVERSITY PRESS, THE GIFT OF MR. CHARLES SCRIBNER. THIS PLANT ISSUES EIGHTEEN PUBLICATIONS, IN ADDITION TO DOING THE UNIVERSITY PRINTING AND PUBLISHING MANY BOOKS OF AN EDUCATIONAL CHARACTER

building and fully equipped plant, the generous gift of Charles Scribner. This press is organised and operated for the benefit of the university, *The Alumni Weekly* being only one of eighteen publications it now handles, in addition to doing the university printing and publishing many books of an educational character. *The Alumni Weekly* has its editorial and business offices conveniently in the Princeton University Press building.

THE QUESTION OF QUALITY

As most of the alumni editors have had experience in newspaper or magazine work, and are usually graduates of several years' standing, the amateurish character of the undergraduate publications is naturally absent in the alumni publications. In artistic appearance, in typography and illustrations, and in general make-up, some of them compare very favourably with the best magazines, and in clear and effective expression and accuracy of contents they are unsurpassed. None of them being published oftener than once a week, ordinarily they cannot, of course, compete with the daily press in freshness of news, but must be content to give a review of current university information. However, the alumni publications get much "inside information" which the metropolitan dailies miss entirely, and they also print much news of interest to their readers only, which the dailies do not touch. Their aim is ac-

curacy and comprehensiveness, rather than priority of publication. But even so, an alumni publication will now and then get a "scoop," by reason of its special advantage for learning of the happenings in its own institution. A recent instance of this was on the occasion of the election of Dr. John Grier Hibben to the presidency of Princeton, the news of which *The Princeton Alumni Weekly* was the first to print and have on sale,—together with a full-page portrait of the new president, on the cover.

THE MAKE UP OF THE PERIODICALS

With the exception of *The Harvard Graduates' Magazine* and *The Pennsylvania Alumni Register*, which are really quarterly magazines with incidental news departments, the alumni publications, whether weekly or monthly, are devoted to a resumé of current university news, with magazine features incidental. Ordinarily the weeklies run from sixteen to thirty-two pages, the monthlies from thirty-two to eighty pages. In size the page varies from that of *THE BOOKMAN* to that of *The Nation*. A copy of the *Yale Alumni Weekly* may be taken at random as an example of contents. It will start with Mr. Oviatt's entertaining editorial comment on the week, which may be confined to Yale affairs or may touch on university matters in general; then there will be a column or two of news of the corporation or the faculty;

an illustrated article on some department of the university, strictly a magazine feature, and probably contributed by a member of the faculty; then perhaps a page report of a scientific expedition conducted by a Yale man, illustrated, and two or three pages of letters from alumni on all sorts of topics relating to university life; next you will probably find a number of excerpts from the undergraduate press,—just to let the alumni know what their younger brothers are thinking about, when they think, or how well or ill they express their thoughts when they write; these may be followed by quotations concerning Yale from the public press, and then comes a batch of reviews of Yale books, compact reports of athletics and other news of the campus, accounts of alumni meetings in various parts of the country, and finally several columns of personal notes of the graduates,—a very popular department of the alumni publications. This brief outline may be taken as a more or less typical make-up, but it will vary with the seasons and changing conditions, the magazine features ranging widely in subjects, but always being connected in some way with university men or affairs. In the spring and autumn much space is devoted to athletics, the younger graduates especially relying on their alumni publications for full and accurate accounts of the games and pictures of the teams.

THE SUPPLY OF COPY

The fact is that these publications are never at a loss for "copy," the constant problem of the editors being to find space for the things they want to print and illustrate and for the numerous university, undergraduate and alumni interests that are demanding recognition. For this reason it often happens, indeed it is almost a chronic experience with the writer, that the "copy" pigeonhole is jammed with data, or special articles already written and awaiting their turn for publication. And they may have to wait for weeks or perhaps months, because fresh news "stories" are constantly coming up, whose publication cannot be postponed; and because it is necessary to keep a tight rein on expenses, precluding the adding of too many extra pages.

A fruitful source of "copy" demanding immediate publications are the communications written by alumni. College men are notoriously critical concerning their own institution,—which is far from a bad sign, as it indicates their jealous interest. One of the most experienced of the alumni editors says that he always expects to hear from everybody who has a grievance. That is pretty apt to be the case, as those who are satisfied do not usually take the trouble to express their satisfaction in writing. One critical alumnus took exception to the architectural development of his university by writing to suggest that "the next building be made a sky-blue pink with purple dots." Those who read the alumni publications were entertained by a recent discussion in the *Yale Alumni Weekly*, in which Mr. "Dutch" Carter, the old Yale pitcher, objected in his characteristically vigorous language to an editorial in the undergraduate *Yale News*, in which the football season of 1911 was pronounced "satisfactory." Mr. Carter, who had pitched and batted Yale nines to victory on many a hard-fought field, was unable to derive much "satisfaction" from the fact that his college eleven had been defeated by Princeton and tied by Harvard. Thereupon ensued a protracted discussion as to the exact connotation of "satisfactory," from which is developed that the Yale undergraduates, at any rate, were satisfied with the leadership of Captain Howe of the Yale eleven.

THE OPEN FORUM

To the right kind of boys, who never grow old, these indeed are serious matters, but not so serious as many of the discussions by eminent graduates, involving large questions of university policy. It is the practice of the publications to permit full and free discussion of all university questions by representatives of all sides, and in fact there is usually no restriction on the expression of opinion except that the writers shall keep within the bounds of courtesy and that the discussion shall not be carried on to the detriment of the university. This latter restriction naturally excludes such general discussions as those of a political nature, which obviously have no place in a pub-

lication whose readers represent all shades of political affiliations.

It is in a large measure through the communications in the alumni publications that the wishes of graduates are made known to the university authorities,—the influence of the communications being pretty generally commensurate with the influence of the alumni in a given institution. The freedom with which some correspondents express their opinions may not always be welcome to

some of the members of the governing bodies, as was shown when a certain straight-laced trustee indignantly discontinued his subscription because a correspondent, in giving vent to his feelings with regard to the loss of the big football game of the season, used the word "damn,"—and the editor printed it, of course. Unknown to the trustee, the correspondent was a clergyman. But this is an instance of narrowmindedness which is not at all typical.



Photograph by Randall and Park

THE ALUMNI MEMORIAL HALL ON THE CAMPUS OF THE UNIVERSITY OF MICHIGAN, RECENTLY
ERECTED THROUGH FUNDS SUBSCRIBED BY THE ALUMNI OF THE UNIVERSITY.
IT CONTAINS THE TABLET OF DR. ANGELL BY CARL RITTER

SOME DISTINGUISHED CONTRIBUTORS

Most of the alumni publications are as yet too young to have much history, or big names in affairs to boast of, such as former editors becoming Daniel Websters or Henry Clays. Give them time. But there is plenty to be proud of concerning the long list of distinguished contributors. For example, in *The Harvard Graduates' Magazine* have appeared the notable autobiography of Francis Parkman, "Recollections," by S. F. Smith, Miss Marie Corelli's account of the rescue of "Harvard House," and other sources relating to John Harvard; *Phi Beta Kappa* Orations by President Tucker, General F. A. Walker, Senator Henry Cabot Lodge, G. S. Morrison, Seth Low, Ex-Secretary Charles J. Bonaparte, William Everett, Wayne MacVeagh, Professor G. H. Palmer, C. D. Wright, Congressman S. W. McCall, President Angell, Professor E. C. Pickering, Ambassador Bryce, and Dr. H. H. Furness; addresses by H. L. Higginson, Sir Frederick Pollock, Justice Holmes, Joseph H. Choate, Professor C. E. Norton, Booker T. Washington, and Professor William James; special articles by President Eliot, President Roosevelt, Charles Francis Adams, President C. F. Thwing, Colonel T. W. Higginson, and Dr. E. E. Hale; poems by Mrs. Edith Wharton, T. W. Higginson, N. S. Shaler, L. B. R. Briggs, William Everett, J. T. Wheelwright, E. S. Martin, W. P. Garrison, and Robert Grant.

To take another example, *The Princeton Alumni Weekly* has printed addresses or articles by President Cleveland, Bishop Satterlee, Baron Takahira, Ambassador Bryce, Governor Woodrow Wilson, Justice Mahlon Pitney, President Francis Landey Patton, President John Grier Hibben, President H. A. Garfield, Dr. Henry van Dyke, Laurence Hutton, Robert Bridges, Professor Charles A. Young, the astronomer; President John Huston Finley, Andrew Carnegie, Professor Arthur E. Shipley of Cambridge University, England; Dean Andrew F. West, President Henry Fairfield Osborn, Robert E. Speer, James W. Alexander, George McLean Harper, President Lowell, Edwin Asa Dix, Ralph Adams Cram, Job

E. Hedges, Professor Howard Crosby Butler, McCready Sykes, Ernest T. Carter, Parke H. Davis and William T. Reid, the football authorities; William J. Henderson, the music critic; Commissioner William H. Edwards, the Rev. Dr. Thomas C. Hall, Professor William Milligan Sloane, Dr. E. C. Richardson, Colonel George B. McClellan, and many others.

And the list might be indefinitely extended, if one were to attempt to mention all the distinguished contributors to the alumni publications. But before leaving this phase of the subject, it is timely to refer to the charming sketches "From the Hillside" contributed to the *Yale Alumni Weekly* by Brian Hooker, joint author with Professor Horatio Parker, of the ten thousand dollar prize opera *Mona*, produced for the first time this spring at the Metropolitan Opera House.

THE EDITORIAL POLICY

The editorial "policy" of all the alumni publications is practically the same. Being the representatives not of any board of trustees or faculty or other academic governing authority, but of the alumni, and the alumni as a whole, the publications are necessarily "independent," leaving the way open to take either side of any question that may arise, or neither side, but always standing for fair play.

It is vital to the strength and influence of the alumni publications that they have no organic connection with or official relation to the university. For only by maintaining their independence of the constituted authorities, can they truly and freely voice the sentiments of their constituency, the graduate body. The publications, however, are nearly always in cordial coöperation with the authorities, though at times it may be necessary to be frankly critical of administration measures. In fact, these publications probably constitute as free a press as could be found anywhere. For, being neither officially controlled nor the private property of any individual, they have no private interests to serve. Unlike the daily press, also, they are not subordinate to the business office. They are not commercial enterprises, organ-

ised for profit. No advertiser is big enough to dictate to them. There may have been a small fund subscribed by alumni to start them,—in some cases there was, in others there was not,—but this was probably made up of pass-the-hat contributions for the good of the cause, without expectation of returns. Few if any of the publications are old enough and prosperous enough to pay dividends; indeed, the stockholders of most of them consider themselves lucky to escape Irish dividends. The income from circulation and advertisements is usually just about enough to meet the bills. The advertising pages offer an especially attractive medium for schools, insurance companies, bankers, brokers and trust companies, publishers, hotels, makers of furniture, clothes, and athletic goods, and several of the publications run professional directories, with the cards of alumni classified by cities or states. There is constant evidence that these advertisements are read,—for the college man reads his alumni publication with avidity, from cover to cover.

CIRCULATIONS AND SUBSCRIPTIONS

The circulation ranges from one thousand for the publications of the smaller institutions to as many as fifteen thousand for the larger,—which does not by any means comprehend the total of readers. For many of the younger alumni especially, while attending professional schools or continuing university studies in the larger cities, and others who have not yet emerged from the hall-bedroom stage, patronise the copies always to be found in their alumni club reading rooms. Then again college men run in families, or young graduates combine on an apartment, and one copy of the alumni publication serves the whole establishment, until the members cut loose and set up their own vine and fig tree. (All alumni editors and business managers should therefore encourage marriage.) The subscription price is from one to three dollars a year, and the publications which are the official organs of general alumni associations usually have a combination rate for alumni dues and subscription to the

paper. The Alumni Association of the University of Michigan, for example, has an endowment membership plan, whereby life membership and subscription to *The Michigan Alumnus* is completed after the payment of thirty-five dollars in seven instalments of five dollars each. From this source the association has nearly twenty-five thousand dollars in its endowment fund. In some instances the alumni publication is the main support of the association. On the whole, the publications are at least self-supporting. And if perchance the yearly balance sheet shows a modest profit, it is pretty apt to go into the budget of the alumni association, or into improvements for the publication.

THE SPHERE OF INFLUENCE

Enough has been said to indicate that the alumni publication is not in any ordinary sense a commercial enterprise, and that the editor is unfettered by the business office. Within reasonable limits he has a free hand in the conduct of the paper, as it is and must be assumed that his only motive is the good of the university. And the influence of the alumni publication is undoubtedly large in its field. It is not too much to say, for example, that the three things accomplished by the General Alumni Association of the University of Minnesota in the eight years of its existence could not have been brought about without the support of *The Minnesota Alumni Weekly*, namely, the release of the university from the supervision of the Board of Control, the thirty per cent. increase in the salaries of the faculty, and the doubling of the size of the original campus.

The *Brown Alumni Weekly* is at present coöperating with President Faunce in raising an addition of a million dollars to the endowment of the university. With the coöperation of *The Princeton Alumni Weekly*, a committee of graduates raised from Princeton men a fund of three hundred thousand dollars a few years ago for the great gymnasium at that university, and the Graduate Council of Princeton, which is financing the preceptorial system of instruction, depends much on *The Weekly* to stimulate the interest of the alumni.

The first important service of the *Columbia Alumni News*, on its establishment in 1910, was the arousing of alumni sentiment against granting academic degrees to professional students who had had their collegiate training elsewhere, the alumni influence leading to the discontinuance of this practice.

THORNS ON THE CUSHION

Once in a while the alumni editor will find himself in conflict with the authorities or the undergraduates or even his fellow alumni. Standing for clean sportsmanship on the athletic field, if perchance in the excitement of the season some untoward incident demands that he uphold his preachments in this regard, he is pretty likely to encounter the antagonism of those very practical and usually young persons who for the moment cannot resist the temptation of winning at any cost. These critics may then be expected to defend their standards by ridiculing the idealistic editor as a cloistered mollicoddle who does not know what he is scribbling about,—though he has probably been in the service while a dozen or more college classes have come and gone, and therefore has acquired a perspective; and his vocation has required him to keep in constant and close touch with the young life of the campus, so that he is qualified to know very well what he is talking about.

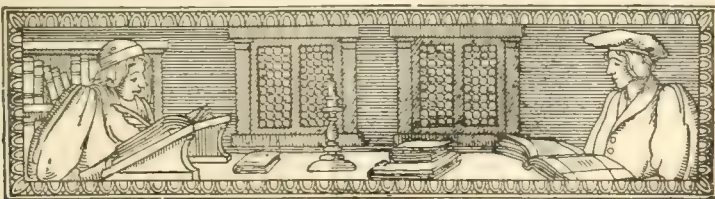
Not long ago one of the alumni editors was denounced as a tool of the administration and notified of a suit for libel because he had the courage to tell the facts with regard to the enforced resignation of a member of the faculty. The libel suit did not eventuate.

Another editor who in the day's work criticised the somewhat disproportionate place a certain undergraduate "activity"

was assuming in the college life, rose to the distinction of being cartooned in a double-page centre-piece in the undergraduate comic paper. The drawing was a clever caricature of the editor and his sanctum. The editor enjoyed it hugely. From the campus point of view it was a solemn rebuke. The editor was interested to observe that when that college generation became graduates the usual number of them subscribed for his paper.

At another university the alumni publication asked why a certain eminent graduate had never received an honorary degree from his alma mater. This was criticised, and not altogether unjustly (as the editor has since realised), as an unwarranted interference in matters that did not concern the magazine. But the eminent graduate got the honorary degree. The *Brown Alumni Monthly*, about two years ago, conducted a ballot of graduates on the question of eliminating all sectarian requirements from the university charter. For its attitude in favour of this elimination the magazine was censured in some quarters. The ballot resulted in some two thousand affirmative votes to about two hundred in the negative.

By keeping before the alumni accurate information and interpretative comment on conditions at their respective universities, the alumni publications perform their most important function. By thus stimulating the interest and loyalty and consequent support of the graduates, they render an invaluable service to the cause of higher education in America. And to their files the future historian will turn as the most complete, trustworthy and unbiased records of the varied life of the American colleges and universities of our time.



May 1912

THE YOUNG CELTIC POETS

BY ARTHUR GUITERMAN

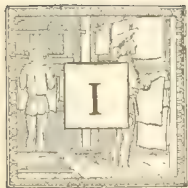
(With thanks of G. K. Chesterton)

Their hearts are bowed with sorrow,
They love to wail and croon;
They shed big tears when they sigh, "Machree,"
Floods when they sob, "Arpoon!"

For the Young Gaels of Ireland
Are the lads that drive me mad;
For half their words need footnotes,
And half their rhymes are bad.

THE ANTI-CLIMAX AND SOME RECENT NOVELS

BY FREDERIC TABER COOPER



It is curious, when one stops to think of it, how glibly many people will stigmatise a certain piece of fiction as ending in an anti-climax, and how few of them, when asked, can give you a satisfactory definition of the term. They have a more or less vague idea that an anti-climax combines a sense of disappointment with a lack of energetic happenings, and that is about as far as their offhand explanation arrives. Now, anti-climax is one of the big stumbling blocks of latter-day fiction, and for that reason it seems worth while to try and formulate for it some sort of a practicable, working definition, even if in doing so we run counter to certain accepted ideas.

In the first place, since Anti-climax is logically the opposite of Climax, let us stop for a moment to consider what we mean by the latter term. The Greeks, of course, in their drama at least, had a preference for placing what they called the climax, the moment of greatest intensity, somewhere in the middle, with the result that the whole structure possessed a sort of rising and falling in-

flexion, conveniently symbolised by a circumflex accent. Modern fiction is, for the most part, more simply constructed. We like to get our maximum effect in the closing paragraph. But it does not by any means follow that the inflection must be a rising one. We have quite as good a right to start at a high pitch and descend, like a grave accent, as to start at a low one and rise, like an acute. A rocket which soars with the familiar "siss, boom, a-h-h!" ending in a glorified golden shower, and the launching of a ship, which after its initial dash down the well-greased ways, glides with decreasing momentum to a majestic immobility in midstream, are equally good instances of an effective climax. And the rocket which abortively sizzles out in an adjacent pond, or a ship which in her first plunge goes to noisy destruction on a sunken rock, are likewise equally good instances of the anti-climax.

In other words, an anti-climax is a conclusion which does violence to the expectation which a reader has had the right to form, quite regardless of whether he has done so or not. Every story, if well constructed, has some prevailing mood, some high light of the

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